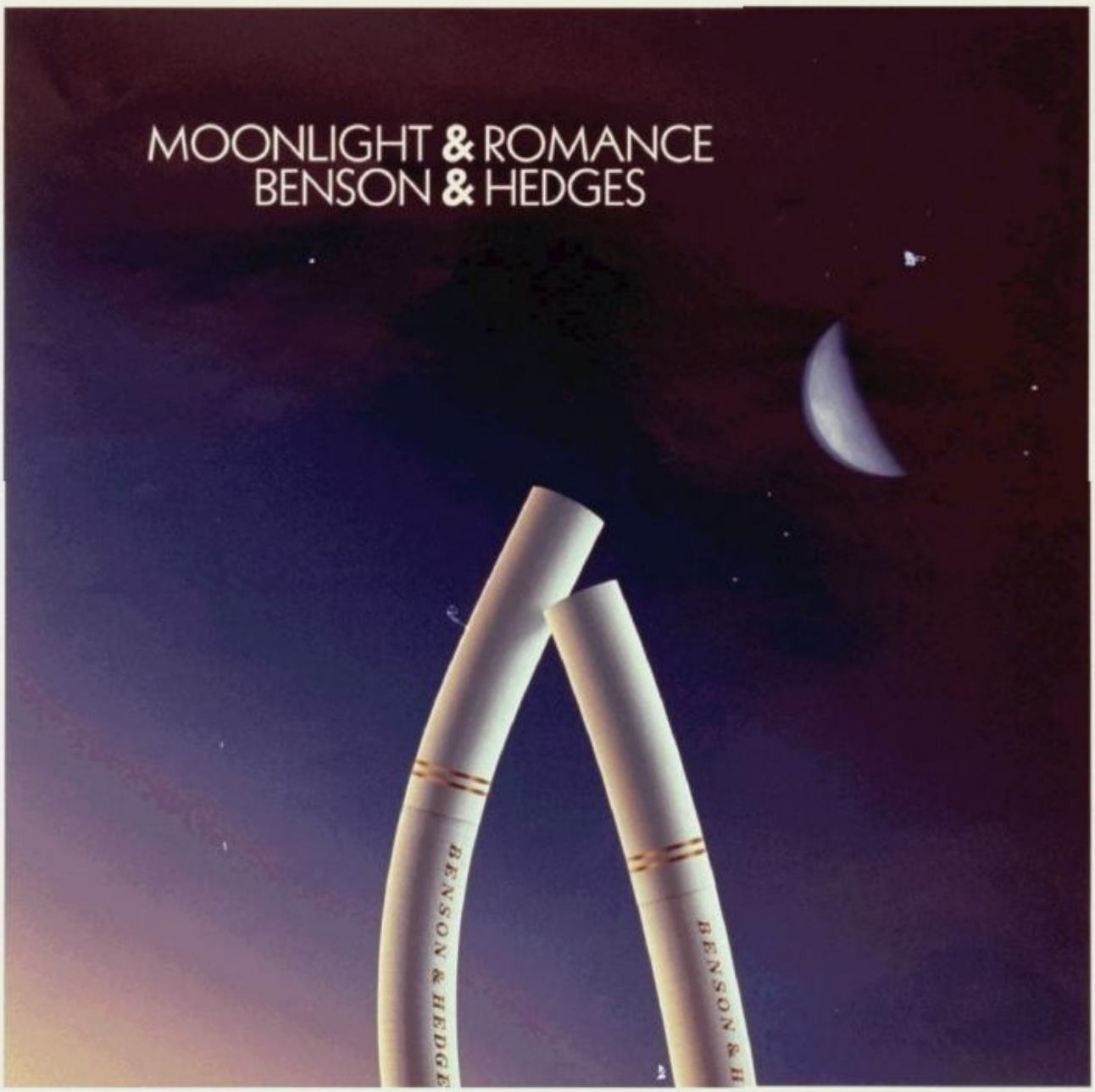
LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
AD#764-A3 REQ#M49122 "MOONLIGHT & ROMANCE" PG 4/C BLD (9-3/8" x 11-1/2") NATIONAL MAGAZINES, 1997



15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. © Philip Morris Inc. 1997

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

A MOMENT OF PLEASURE
WITH THE 100MM CIGARETTE

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